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Benson & Hedges  
Quality Resorts of the World Sweepstakes

The fact that you are a member of the Benson & Hedges Privileges Club marks you as a person of discriminating tastes. The kind of person who wants the best, or nothing at all. Because quality matters.

For you, we have created an exclusive opportunity to fulfill a lifetime dream. A chance to win a two-week vacation for two, at any one of ten great vacation destinations around the world. The choice is yours.

And what a choice! Everyone's favorite vacation spots are included: the Caribbean, Hawaii, Mexico, and Bermuda. The unsurpassed grandeur of Europe; Cannes, the Spanish Riviera, the Greek Islands. The sophistication and tropical dazzle of Rio De Janeiro. And those legendary ports of call that dreams are made of: Bali and Tahiti.

Whichever prize destination you select, you can rest assured that nothing has been spared to make your stay there the ultimate vacation fantasy. All travel arrangements are first class, of course. With touches that transcend even first class in style. The resort accommodations are, in every case, absolutely world-class...the hotels you would choose for yourself if you could make a wish come true. And to top it all, as a winner you would receive \$5000.00 in cash to spend as you wish, perhaps at the casino, duty-free port shopping, or merely satisfying your every whim.

Since this once-in-a-lifetime opportunity is limited exclusively to Privileges Club members, your chances of winning are far better than they would normally be in a sweepstakes of this magnitude.

So take a healthy break, light up a Benson & Hedges or two, and browse through our ten great resorts of the world. You have our best wishes for a winning entry. We think you'll agree our prize packages are of smokers.

SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.

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